

# Pennies of School Children May Win the Great War

Special Correspondence of The Star.  
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VICTORY in war depends on the number of fighters a nation can put into the field of action. Mere numbers, however, is not the whole story. The fighters must be skilled, their equipment must be the best, and their stomachs must be filled and refilled with great regularity.

All of which costs money, and the "silver bullets," as the imaginative Welshman, Lloyd George, expressed it, are the ones that will do about as much toward winning the war as the other kind. This is becoming increasingly apparent all the time. There was a time, during the first months of the war, when the allies were most complacent about the economical aspect of the great conflict. England, with her enormous wealth; thrifty France and rich Russia were considered to furnish a combination of financial strength that the central powers could never compete with.

For a long, long time allied statesmen and strategists counted much on a "war of attrition," the result of which would be Germany going to her knees on account of financial and economic exhaustion. Germany has failed to oblige so far, although reports indicate that the strain is great. But people are beginning to realize that there is something to the German boast that the Germans will "live on rocks and grass" rather than give in. It is being brought home that although Germany is suffering she is still a long way from the rocks-and-grass dietary. In the meantime, the strain in England is being felt. The English people, compared to those of France and Germany, have been immune from some of the greater horrors of war, which resulted in a feeling of self-satisfaction and complacency which was unhealthy for England and irritating to England's allies. That phase is passing. It costs more than ever to maintain England's armies. The cost of living of the people at home is forever mounting. And it is coming to pass that England, despite all her great wealth and her enormous resources, is feeling the financial strain.

Now the government is out to get the people's money. It may be that in the end the war will be won with the pennies of the children and the shillings of the working people. The government has begun a nation-wide campaign for urging the wage-earners to invest in war loans, that is probably the biggest thing of its kind ever undertaken. It has been going for a few weeks and already it is a great success. In order to have money for investment in a small way economy is being preached to the nation. People are being asked to save and to invest their savings in war loans, liberal interest on which the government offers.

**CONFLICT One of Riches—Britain Engaging in Economy Campaign—People Are Urged to Save and Put Savings Into War Loans—The Advertising Work—Country Divided Into Sections—Savings Associations Formed—Small Investor Given a Chance. Can Start With a Sixpenny Stamp—Many Schemes Meet With Success—Good Interest for Use of Money.**



HUGE SIGNS ARE IN PLACE ALL OVER ENGLAND URGING RICH AND POOR ALIKE TO INVEST THEIR MONEY IN WAR LOANS BY DOING AWAY WITH LUXURIES.

The country has been divided into two hundred and thirty-five sections. In each section all officialdom is engaged in the economy campaign. Lord Lieutenants, mayors, sheriffs, members of parliament and prominent citizens are taking the lead. War savings associations are being formed. These are organizations, the object of which is co-operative and joint saving. In a great factory, for instance, an association is formed. Each member agrees to contribute a shilling a week. It may be arranged that this is deducted from his weekly pay. In any case every member of the association makes his contribution, and the association invests the proceeds in war loans. With thousands upon thousands of these kind of associations going on, the results will be enormous. The national war savings committee, an official organization with headquarters in London, issues vast quantities of literature which explains the various savings schemes, and it sends agents into the country to organize associations.

There are two classes of loans for the small investor. One is the 15 shilling

It is unpatriotic. This is augmented by a smaller poster which says:

**BAD FORM IN DRESS.**

The national organizing committee for war savings appeals against extravagance in women's dress.

Many women have already recognized that elaborate and variety in dress are bad form in the present crisis, but there is still a large section of the community, both among the rich and among the less well-to-do, who appear to make little or no difference in their habits.

New clothes should only be bought when absolutely necessary, and these should be durable and suitable for all occasions. Luxurious forms, for example, of hats, boots, shoes, stockings, gloves and veils should be avoided.

It is essential, not only that money should be saved, but that labor employed in the clothing trades should be set free.

Another which has attracted much attention is:

**DON'T.**

1. Don't use a motor car or motor cycle for pleasure purposes.

2. Don't buy new clothes needlessly. Don't be ashamed of wearing old clothes in wartime.

3. Don't keep more servants than you really need.

In this way you will save money for the war, set the right example and free labor for more useful purposes.

Your country will appreciate your help.

In great sheets this advice is set forth:

Let your money to your country.

£1 for 15/6.

## "SWAT THE FLIES"—Ask for one of our Souvenir "FLY SWATTERS"—at Hosiery Counter.

### The Sale of All Shoe Sales!



Third Week of Hahn's 40th Anniversary Sale

And still the Great Sale grows in popularity—and still its PRICE ATTRACTIONS multiply!

Many Additions to This Wondrously Popular Sale of Women's \$3.50 to \$2.65 \$5 Shoes at . . . . .

**PREPARE** for the entire Summer's Shoe needs. In this Sale is ALMOST EVERYTHING you will want for Vacation and About-Town Shoe Wear:—

White Nubuck or Tan Calf "Sport" Oxfords.  
Black Calfskin, Rubber-sole "Sport" Oxfords.  
White Nubuck Leather Sole Oxfords or Pumps.  
Crimp Vamp Pumps, in Gray, Bronze, Champagne, and Ivory Kid (not all sizes).  
Patent Colt or Black Calfskin Pumps and Colonials.  
Patent or Black Strap Pumps or Oxfords.  
Choice of Over 100 Latest Styles at \$2.65

And a Phenomenal Sale of Women's and Children's \$2.50 to \$5.00 Shoes \$1.95 at, the pair . . . . .

Women's \$2.50 and \$3 White Duck Turn or Welt Sole Pumps.  
Women's \$3.50 to \$5 Patent Colt Ribbon Bow Pumps.  
Women's \$3, \$3.50 and \$4 Tan Calf Low Shoes.  
Women's \$2.50 to \$3.50 Spat Pumps—Seamless and Strap Pumps—Black or Patent Leather.  
Misses' and Growing Girls' \$4 and \$5 Gray or Champagne Kid, and White Nubuck or Canvas Low Heel Laced Boots.  
Misses' and Growing Girls' \$2.50 to \$3.50 Ankle, Instep and Mary Jane Strap Pumps—of Bronze, Black, White or Patent Leathers.  
Scores of Splendid Styles—at \$1.95 a Pair!

**White "Sport" Shoes**

White Reinskin "SPORT" Boots with white kid wing tip at . . . \$6  
White Nubuck "SPORT" Boots, with or without saddle straps. Spring or low heel. . . . . \$5  
White Duck or Nubuck "Sport Boots," with rubber or leather soles \$3 & \$4  
White Genuine Buckskin Low or Medium Heel "Sport Oxfords" . . . . . \$5 & \$6  
\$3 values in White Duck, Rubber-sole "Sport" Oxfords. . . . . \$2.45  
White Duck or Nubuck Rubber-sole "Sport" Oxfords—  
\$1.95, \$2.50 and \$3.50

**White "Dress" Shoes**

White Washable Kid or White Nubuck Laced Boots, high heels. . . . . \$5, \$6, \$7  
White Reinskin Cloth and White Canvas High-heel Laced Boots. . . . . \$3, \$4, \$5  
White Kid, Colonials and White Kid Crimp Vamp Pumps. . . . . \$4, \$5, \$6  
White Ivory Sole Pumps \$3.50 & \$4  
White Overlap Pumps. . . . . \$4  
White Sea Isle Duck Pumps, Colonials and Oxfords.  
\$1.95, \$2, \$2.50 and \$3

**White Tennis Shoes**

Oxfords, Pumps and High Shoes—with rubber soles.  
69c, 75c, \$1, \$1.25, \$1.45, \$2

### ARE YOU HELPING THE GERMANS?

You are helping the Germans When you use a Motor Car for pleasure.

When you buy extravagant clothes.

When you employ more servants than you need.

When you waste coal, electric light or gas.

When you eat and drink more than is necessary to your health and efficiency.

SET THE RIGHT EXAMPLE, free labour for more useful purposes, save money and lend it to the Nation and so

HELP YOUR COUNTRY

One of the official pamphlets of the war saving committee says:

"Every household should hold a council of war, and ascertain how much of its total consumption can be temporarily sacrificed. Services should be valued even more highly than goods, as each person doing unnecessary and unproductive work is not only consuming without producing, but it is depriving the country of her potential productive power. For instance, in a house of several servants, if, by co-operation in the work of the maids, the simplification of the standard of living by the family, more of the baking and washing was done at home, and the younger maids were set free to take the place of the men called to the colors in factory, transport and munition work, the household by co-operative effort would add two units to the army of supply or export production and reduce the consumption of economy is being urged upon rich and poor alike, and more goods made for export."

While the government is now after the small investor, heed is being paid to the rich. It will not do to let the workingman believe that he is being asked to invest in war loans while the rich ride about in motor cars. That is one reason why the country is blazing with the sign, "Don't Use a Motor Car for Pleasure." The sign is well meant, and carries a needed message, but one of the greatest reasons for existence is to show the working people, whose money is being called for, that the necessity of economy is being urged upon rich and poor alike, with no favorites.

The writer asked officials in charge of this poster campaign if they could trace results. One replied:

"Of course it is difficult to ascertain that a woman has failed to buy a dress because she read one of our signs advising her not to, but there are ways of telling that results are being obtained. For one thing, the money we are getting is proof that our schemes are successful. As for that particular

Study the Picture Carefully

And you'll realize how contented and happy your family will be if you have a

Victrola or Columbia Grafonola

Your Old Silent Piano Taken in Exchange for One

HUGO WORCH

1110 G Street N.W.

POSTERS URGING THE PEOPLE TO SAVE FOR THE PURPOSE OF INVESTING IN WAR LOANS.

An official committee which has been established has undertaken the work it has started by advertising.

The country is blazing with posters urging the people to hoard their money. In the streets of London one is never out of sight of a poster which declares: "To Dress Extravagantly is Worse Than Bad Form—It is Unpatriotic." or "Don't Use a Motor Car for Pleasure," while equally large placards tell briefly how one can invest fifteen shillings and sixpence and in five years get back a pound, which, roughly, would be getting \$5 for \$3.87. The newspapers carry columns of official advertisements explaining in detail the various schemes for saving and investing, and posters to the effect that a fifteen-and-six investment will buy 124 bullets for the Germans.

The newspapers co-operate in every way. They give columns to telling the people how to save. Experts on domestic economy write articles, while hundreds of letters from housewives who have ideas or who have hit upon ways of making one pound of meat do the work of two are constantly appearing. Next month there is to be a great "national economy exhibition and conference" in London. Sections of the exhibition will show how money can be saved in coal, health, child welfare, home laundry, gardening, cooking, purchase of food, poultry, bees, etc. "We are going to teach," says one of the officials, "the housewife to be independent of outside help—how to mend and replace domestic utensils, how to do carpentry, plumbing, and glazing. Women are being taught to wear no more petticoats and not to dress extravagantly. Co-operation among householders is being urged. One suggestion is that inhabitants of one side of a street should keep chickens, the people on the other side paying for the food, while the eggs shall be divided. A wave of economy is sweeping over the land, officially, consciously. And all

## Stein's Great Tailoring Sale

Brings Hundreds of Customers for These Fine

\$30, \$25 & \$22.50

# \$14.75

SUITS To Measure

We are reducing our enormous stock of cloth fabrics by cutting the prices almost to nothing. We are giving the men of Washington the tailoring treat of their lives, and they are coming here in crowds to secure these fine \$30, \$25 and \$22.50 Suits to measure at \$14.75. Don't delay—come in Monday and order your suit. You'll never buy such beautiful fabrics again at this sacrifice price.

Quality Tailors

### M. Stein & Co., 8th and F Streets

POST AD-SEW

**Women's Summer Needs**

Surf Bathing Slip—25c & 50c  
High-Cut Bath—50c to \$1.50  
Ing Shoes—50c to \$1.50  
Silk Bathing Stock—39c to \$1  
Ing—50c to \$1.50  
Slippers—50c to \$1.50  
Crestone Boudoir Slip—79c  
Dressy House Slip—\$1 to \$2  
Soft Kid Jull—\$1.50 to \$3.00  
Elderly Ladies'—\$1.50 to \$3  
Shoes—\$1.50 to \$3  
White Duck Tennis Pumps—\$1.45

**Juvenile Vacation Needs**

A sale of Girls' \$1.50 to \$2  
White High and Low \$1.29  
Boys' and Girls' Special Value Sandals or Play Oxfords—\$1.29  
"Health" Barefoot \$1.25 to \$2  
"Trot-Mo" Oxfords—\$2.50 to \$3.50  
"Boy Scout" \$2 to \$3  
Shoes or Oxfords—59c  
Tennis Oxfords—59c  
Children's Pretty Novelty Socks—15c

**You Men Need White Shoes**

To take the "temper" out of hot weather—and here you'll find many striking styles.

White Shoes of Canvas, Sea Isle Duck or Nubuck. Also of gray or brown canvas and Palm Beach cloth. Dressy street styles. Also special styles for all summer sports.

At \$1.50, \$2, \$2.50, \$3.50, \$4 and \$5.

Tennis Shoes—from 75c up.

**McAlhann & Co's**

3 RELIABLE SHOE HOUSES

Cor. 7th & K. 1914-16 Pa. Ave.  
233 Pa. Ave. S.E.

No Excuse for Sore Feet. Our "Foot Comfort" Dept. Is Here to Relieve Them.